







RADIOS RURALES



A game changing tool to foster largescale adoption of agricultural technologies that will transform lives in Africa













### Why Radio?

- Radio is the number one source of information for small-scale farm families in Africa
- Nearly 80% have access to radio
- Farm radio broadcasts have existed for a long time
- Most of them have failed to inspire large scale change



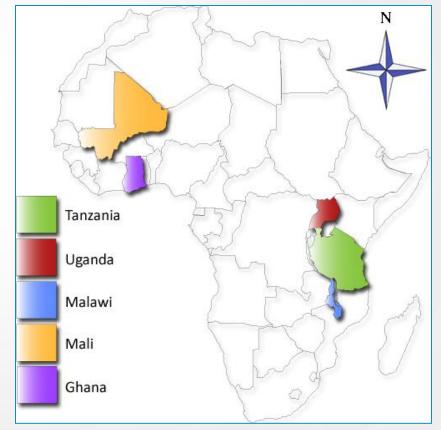


#### The African Farm Radio Research Initiative

Work done from 2007-2011

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- 25 stations (5 / country)
- State, commercial, community, church
- We designed special, testable campaigns we called PRC – Participatory Radio Campaigns















### The Participatory Radio Campaign (PRC)

- A unique application of Interactive Radio whose impact could be measured.
- It involved the audience from the beginning of the project – seeking their input into program content,
- Soliciting their feedback at every opportunity.
- Did not tell farmers what to do. Gave them options to decide about

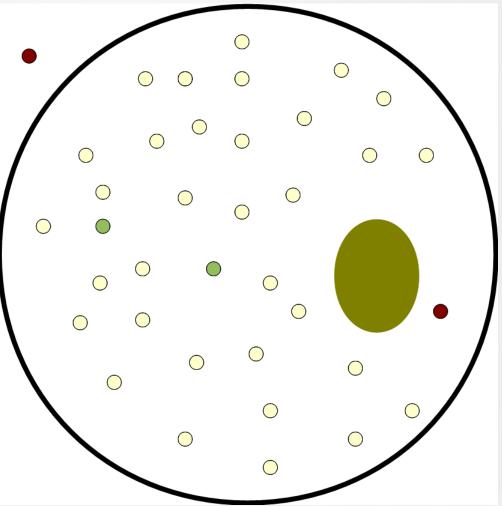






### **Experiment design**

- Broadcast area
- Signal obstacle
- Community
- Participating community
- Control community











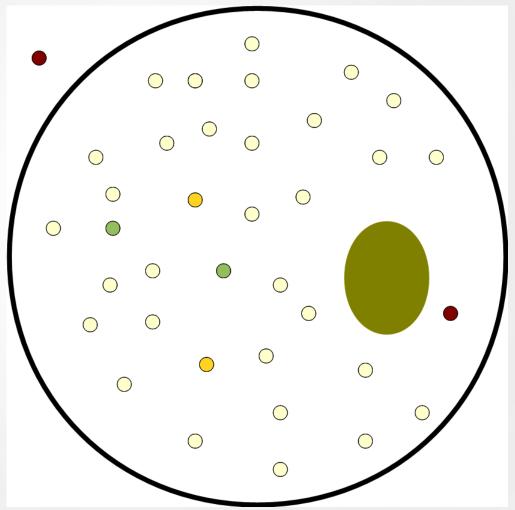
@farmradio



The outcome evaluation survey

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- Surveyed participating communities (ALC)
- Surveyed nonparticipating communities (PLC)
- Surveyed control communities





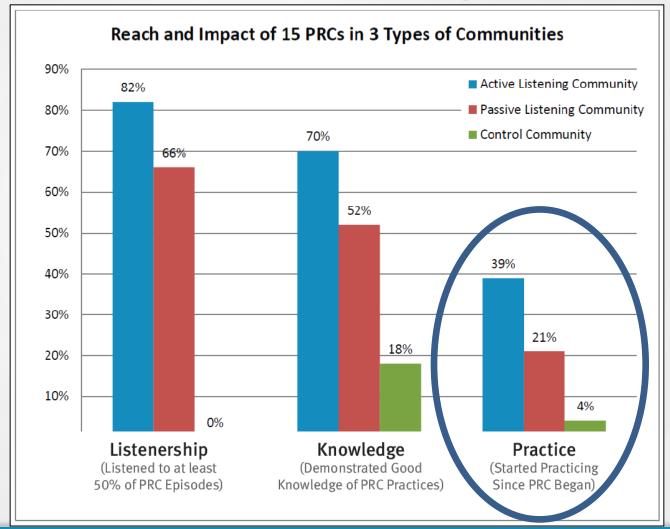






FARM RADIO MADIOS RURALES

#### PRCs – compelling results













## Challenges during the experiment led to our own innovations

 Partner radio stations were not equipped to go to rural communities and interview farmers. Professional recorders were in short

supply and very expensive (\$400).

- Solution
  - MP3 players with built-in recording capability.
  - Cost \$50 each (today down to \$35)















## Challenges during the experiment led to our own innovations

- Partner radio stations were not equipped to take listener feedback or send them information
- Solution
  - Inexpensive SMS recording systems took messages and text
  - SMS alert systems sent messages to subscribing farmers to remind them of the upcoming show













### Challenges during the experiment led to our own innovations

- Often stations had no digital editing or location capacity
- Solution
  - Inexpensive computers with open source editing software and some training.
- Phone out capacity was often non-existant
- Solution
  - Mobile phone patch systems to enable call out to extension









### Challenges during the experiment led to our own innovations

- Lack of internet connectivity
- Solution(s)
  - Mobile phone internet connections to existing computers
  - VSAT in some instances















- SMS alerts 30 minutes before a program started to give farmers time to get to the radio
  - Overall listenership increased up to 20%
- Two-thirds of partner broadcasters identified the internet as the most important ICT tool in the production of farm radio programs.





# Impact of additional ICTs in the AFRRI experiments

- Farmers who participated in the design and implementation of radio programming with the help of ICTs were four times more likely than those in passive listening communities to adopt agricultural improvements promoted on the radio.
  - Future campaigns will intentionally increase the interactivity to far more communities.





# Impact of additional ICTs in the AFRRI experiments

 61% of extension agents surveyed said the reach and impact of their extension work was substantially improved because they could be hard on radio programs through call-out programs.









Contact me, I'm friendly...

#### Thank you!



